

## Citywide Main Street Coordinator Job Description

Work Objectives: The Citywide Main Street Coordinator must initiate, coordinate, and supervise a citywide neighborhood business district revitalization program that utilizes historic preservation as an integral foundation for neighborhood economic development. He or she is responsible for the development, conduct, execution, and documentation of the citywide Main Street program. The Citywide Main Street Coordinator should maintain a consistent, quality program that will result in the transference of the Main Street Four-Point Approach™ to traditional neighborhood business districts throughout the city and will increase the potential for success in all commercial district revitalization activities.

## Full Range of Duties to be Performed: The Citywide Main Street Coordinator should:

- A. Serve as a clearinghouse on information about public and private sources of information about commercial district downtown revitalization, economic development, and related subjects.
- B. Serve as citywide advocate for traditional neighborhood business districts, city policy regarding neighborhood business district revitalization, and the city Main Street program.
- C. Serve as liaison with city, state and federal agencies and resources.
- D. Monitor the fiscal, physical, and attitudinal results of local Main Street programs' efforts.
- E. Work closely with the local Main Street executive directors and volunteers through weekly contact, periodic on-site visits, meetings, training sessions, and written information.
- F. Publicize the city's Main Street program and the Main Street Four-Point Approach™ through media, conferences, and speeches.
- G. Coordinate a competitive application process to select or designate local Main Street organizations for participation in the citywide program.
- H. Coordinate conferences and workshops about neighborhood business district revitalization.

- I. Develop training and promotional materials for local Main Street organizations.
- J. Assist communities in identifying priority programs for their Main Street efforts.
- K. Coordinate and implement design assistance programs to Main Street districts.
- L. Provide on-site organizational assistance as needed to Main Street organizations.
- M. Manage and monitor the budget of the citywide Main Street program.
- N. Develop programs which can be implemented at the citywide level beneficial to traditional neighborhood business district revitalization activities.
- O. Serve as the primary liaison with the National Trust Main Street Center, maintaining regular contact and submitting annual information about the citywide Main Street program, including reinvestment statistics, updated local program list, and a list of accredited local Main Street organizations.
- P. Assist the National Trust Main Street Center in all on-site training programs, resource team visits, and other technical assistance activities.

Qualifications: The Citywide Main Street Coordinator should have a degree in a discipline related to commercial district revitalization, such as architecture, historic preservation, economics, finance, public relations, design, journalism, planning, political science, or public administration. In addition, the Citywide Main Street Coordinator should have had at least two years of progressively responsible experience in the administration of a commercial district revitalization program or a related economic development or historic preservation program. He or she must demonstrate a thorough understanding of the issues confronting business people, property owners, public agencies, and community organizations. The Coordinator must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation. Excellent communication and supervisory skills are highly desirable.